



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Lawrence, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Southern Satellites	67.5%	Population	34,290	33,889
Rural Bypasses	14.5%	Households	13,814	13,828
Midland Crowd	4.2%	Families	10,299	10,221
Salt of the Earth	3.9%	Median Age	38.7	40.7
Rooted Rural	3.4%	Median Household Income	\$37,391	\$41,706

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	51	\$1,361.58	\$18,808,865
Men's	50	\$247.38	\$3,417,342
Women's	48	\$448.43	\$6,194,556
Children's	62	\$255.61	\$3,530,942
Footwear	43	\$208.67	\$2,882,614
Watches & Jewelry	58	\$130.07	\$1,796,783
Apparel Products and Services ¹	57	\$71.42	\$986,628
Computer			
Computers and Hardware for Home Use	56	\$118.87	\$1,642,003
Software and Accessories for Home Use	52	\$14.96	\$206,696
Entertainment & Recreation	68	\$2,541.80	\$35,112,404
Fees and Admissions	49	\$300.53	\$4,151,551
Membership Fees for Clubs ²	52	\$85.90	\$1,186,557
Fees for Participant Sports, excl. Trips	46	\$52.70	\$727,985
Admission to Movie/Theatre/Opera/Ballet	47	\$69.59	\$961,320
Admission to Sporting Events, excl. Trips	51	\$31.27	\$431,972
Fees for Recreational Lessons	48	\$60.67	\$838,130
Dating Services	68	\$0.40	\$5,587
TV/Video/Sound Equipment	63	\$903.45	\$12,480,311
Community Antenna or Cable TV	70	\$512.51	\$7,079,840
Televisions	54	\$157.57	\$2,176,644
VCRs, Video Cameras, and DVD Players	65	\$21.75	\$300,507
Video Cassettes and DVDs	63	\$41.14	\$568,254
Video Game Hardware and Software	62	\$22.16	\$306,143
Satellite Dishes	90	\$1.00	\$13,812
Rental of Video Cassettes and DVDs	62	\$31.33	\$432,757
Streaming/Downloaded Video	41	\$0.33	\$4,576
Sound Equipment ³	53	\$112.22	\$1,550,146
Rental and Repair of TV/Radio/Sound Equipment	59	\$3.45	\$47,632
Pets	83	\$368.39	\$5,088,897
Toys and Games	68	\$101.63	\$1,403,977
Recreational Vehicles and Fees ⁴	106	\$464.03	\$6,410,127
Sports/Recreation/Exercise Equipment ⁵	67	\$143.67	\$1,984,669
Photo Equipment and Supplies ⁶	66	\$84.63	\$1,169,029
Reading ⁷	61	\$175.46	\$2,423,843
Food	66	\$5,447.69	\$75,254,390
Food at Home	67	\$3,278.90	\$45,294,657
Bakery and Cereal Products	68	\$458.11	\$6,328,364
Meat, Poultry, Fish, and Eggs	68	\$836.36	\$11,553,479
Dairy Products	68	\$377.73	\$5,217,980
Fruit and Vegetables	61	\$506.95	\$7,003,014
Snacks and Other Food at Home ⁸	69	\$1,099.74	\$15,191,820
Food Away from Home	63	\$2,168.79	\$29,959,733
Alcoholic Beverages	52	\$311.82	\$4,307,458
Nonalcoholic Beverages at Home	72	\$317.42	\$4,384,815



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	39	\$396.57	\$5,478,277
Vehicle Loans	79	\$4,577.06	\$63,227,489
Health			
Nonprescription Drugs	82	\$92.97	\$1,284,224
Prescription Drugs	82	\$466.09	\$6,438,559
Eyeglasses and Contact Lenses	73	\$56.40	\$779,129
Home			
Mortgage Payment and Basics ⁹	57	\$5,197.75	\$71,801,783
Maintenance and Remodeling Services	56	\$1,150.58	\$15,894,097
Maintenance and Remodeling Materials ¹⁰	90	\$372.79	\$5,149,723
Utilities, Fuel, and Public Services	72	\$3,294.57	\$45,511,183
Household Furnishings and Equipment			
Household Textiles ¹¹	60	\$83.88	\$1,158,658
Furniture	53	\$351.57	\$4,856,596
Floor Coverings	59	\$56.77	\$784,216
Major Appliances ¹²	73	\$219.30	\$3,029,452
Housewares ¹³	55	\$52.44	\$724,363
Small Appliances	69	\$24.37	\$336,697
Luggage	45	\$4.56	\$63,015
Telephones and Accessories	51	\$21.98	\$303,661
Household Operations			
Child Care	51	\$210.94	\$2,913,920
Lawn and Garden ¹⁴	73	\$309.14	\$4,270,486
Moving/Storage/Freight Express	57	\$29.94	\$413,621
Housekeeping Supplies ¹⁵	71	\$540.55	\$7,467,214
Insurance			
Owners and Renters Insurance	77	\$377.38	\$5,213,104
Vehicle Insurance	69	\$966.04	\$13,344,892
Life/Other Insurance	74	\$424.58	\$5,865,195
Health Insurance	75	\$1,513.75	\$20,911,002
Personal Care Products ¹⁶	65	\$280.16	\$3,870,109
School Books and Supplies ¹⁷	54	\$63.37	\$875,452
Smoking Products	85	\$382.39	\$5,282,342
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	74	\$3,805.20	\$52,565,015
Gasoline and Motor Oil	78	\$1,979.45	\$27,344,123
Vehicle Maintenance and Repairs	67	\$663.64	\$9,167,473
Travel			
Airline Fares	47	\$195.29	\$2,697,693
Lodging on Trips	59	\$249.61	\$3,448,084
Auto/Truck/Van Rental on Trips	44	\$17.18	\$237,386
Food and Drink on Trips	59	\$277.69	\$3,836,018

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.